



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Houston, AL

Top Tapestry Segments:		Demographic Summary		
			2007	2012
Midland Crowd	18.9%	Population	96,421	102,268
Southern Satellites	13.8%	Households	39,555	42,336
Modest Income Homes	8.0%	Families	27,197	28,585
In Style	7.6%	Median Age	38.5	39.4
Rustbelt Traditions	5.3%	Median Household Income	\$39,623	\$43,702

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	66	\$1,825.41	\$72,204,238
Men's	69	\$340.67	\$13,475,357
Women's	64	\$613.70	\$24,274,977
Children's	73	\$319.16	\$12,624,447
Footwear	59	\$299.72	\$11,855,399
Watches & Jewelry	70	\$138.49	\$5,477,799
Apparel Products and Services ¹	77	\$113.67	\$4,496,259
Computer			
Computers and Hardware for Home Use	71	\$156.65	\$6,196,355
Software and Accessories for Home Use	71	\$21.12	\$835,554
Entertainment & Recreation	75	\$2,580.71	\$102,079,920
Fees and Admissions	69	\$420.90	\$16,648,777
Membership Fees for Clubs ²	70	\$111.68	\$4,417,500
Fees for Participant Sports, excl. Trips	71	\$80.30	\$3,176,440
Admission to Movie/Theatre/Opera/Ballet	66	\$99.75	\$3,945,714
Admission to Sporting Events, excl. Trips	73	\$41.72	\$1,650,169
Fees for Recreational Lessons	67	\$87.45	\$3,458,954
TV/Video/Sound Equipment	76	\$882.96	\$34,925,486
Community Antenna or Cable Television	78	\$523.54	\$20,708,706
Color Televisions	73	\$100.13	\$3,960,613
VCRs, Video Cameras, and DVD Players	75	\$29.16	\$1,153,444
Video Cassettes and DVDs	75	\$45.58	\$1,802,982
Video Game Hardware and Software	75	\$24.83	\$982,284
Satellite Dishes	73	\$1.13	\$44,764
Rental of Video Cassettes and DVDs	75	\$44.71	\$1,768,309
Sound Equipment ³	69	\$109.69	\$4,338,803
Rental and Repair of TV/Sound Equipment	72	\$4.19	\$165,581
Pets	80	\$350.28	\$13,855,333
Toys and Games	77	\$139.60	\$5,522,062
Recreational Vehicles and Fees ⁴	82	\$372.98	\$14,753,319
Sports/Recreation/Exercise Equipment ⁵	68	\$157.59	\$6,233,337
Photo Equipment and Supplies ⁶	74	\$101.95	\$4,032,477
Reading ⁷	73	\$154.45	\$6,109,129
Food	76	\$6,379.13	\$252,326,589
Food at Home	76	\$3,847.70	\$152,195,633
Bakery and Cereal Products	76	\$550.98	\$21,794,172
Meat, Poultry, Fish, and Eggs	77	\$1,017.63	\$40,252,291
Dairy Products	76	\$418.18	\$16,541,108
Fruit and Vegetables	74	\$648.88	\$25,666,477
Snacks and Other Food at Home ⁸	77	\$1,212.02	\$47,941,585
Food Away from Home	75	\$2,531.44	\$100,130,956
Alcoholic Beverages	71	\$439.79	\$17,395,746
Nonalcoholic Beverages at Home	78	\$339.39	\$13,424,640



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Financial			
Investments	66	\$985.29	\$38,973,156
Vehicle Loans	82	\$5,058.04	\$200,070,955
Health			
Nonprescription Drugs	80	\$97.40	\$3,852,637
Prescription Drugs	87	\$502.46	\$19,874,611
Eyeglasses and Contact Lenses	77	\$64.06	\$2,533,875
Home			
Mortgage Payment and Basics ⁹	73	\$6,321.08	\$250,030,456
Maintenance and Remodeling Services	71	\$1,403.39	\$55,511,249
Maintenance and Remodeling Materials ¹⁰	78	\$294.06	\$11,631,641
Utilities, Fuel, and Public Services	79	\$3,473.63	\$137,399,432
Household Furnishings and Equipment			
Household Textiles ¹¹	73	\$101.29	\$4,006,460
Furniture	72	\$462.94	\$18,311,536
Floor Coverings	69	\$62.14	\$2,458,046
Major Appliances ¹²	77	\$225.65	\$8,925,549
Housewares ¹³	70	\$73.91	\$2,923,613
Small Appliances	75	\$27.70	\$1,095,695
Luggage	69	\$7.09	\$280,391
Telephones and Accessories	65	\$31.10	\$1,230,028
Household Operations			
Child Care	70	\$291.93	\$11,547,220
Lawn and Garden ¹⁴	81	\$363.12	\$14,363,117
Moving/Storage/Freight Express	70	\$37.51	\$1,483,568
Housekeeping Supplies ¹⁵	78	\$600.68	\$23,759,757
Insurance			
Owners and Renters Insurance	82	\$394.66	\$15,610,816
Vehicle Insurance	77	\$1,130.06	\$44,699,555
Life/Other Insurance	80	\$508.26	\$20,104,365
Health Insurance	81	\$1,597.21	\$63,177,635
Personal Care Products ¹⁶	76	\$358.24	\$14,170,016
School Books and Supplies ¹⁷	73	\$87.86	\$3,475,484
Smoking Products	83	\$401.15	\$15,867,395
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	80	\$4,598.48	\$181,893,013
Gasoline and Motor Oil	80	\$1,634.68	\$64,659,934
Vehicle Maintenance and Repairs	75	\$804.35	\$31,815,878
Travel			
Airline Fares	67	\$275.62	\$10,902,335
Lodging on Trips	72	\$293.81	\$11,621,687
Auto/Truck/Van Rental on Trips	67	\$29.00	\$1,146,975
Food and Drink on Trips	73	\$342.57	\$13,550,368

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.